

Welcome to our Summer Newsletter

Another exciting season is over and we have enjoyed another great season in the Premier League, our fifth season in arguably the top league in the world once again secure, just missing out on a 'European tour' on the last day of the season.

Whilst our on field journey continues to evolve and develop, BIAS has continued to represent our members in various meetings with the Club with a focus of improving the match day experience for all supporters both at home and away matches.

Remember the BIAS Executive Committee is completely voluntary, and is run by Brentford fans for the benefit of all Brentford fans. Any help you can provide in helping us to increase our membership will be very much appreciated and of course Membership is **FREE**.

So please invite your fellow bees to join BIAS today! Paste this link into your Bees group chats to invite your friends: <https://bias.org.uk/join/>

Save the date and join the Team

Our next AGM has been pencilled in for Wednesday 12th November 2025. Meeting invitations will be sent to all full BIAS members closer to this date including details of the agenda, and how to register to attend this meeting.

There will also be a number of vacancies on our Executive Committee this year and we will be inviting members to apply to join the committee shortly, but in the meantime if you would like to learn more please email feedback@bias.org.uk and one of our committee members will be happy to chat this through with you.

Our Pre-season survey

Don't forget to complete our pre-season survey and have the chance to win a signed first team shirt.

Remember, the results of this survey will help us in our discussions with the Club in the coming months so please spend a few minutes to complete.

If you haven't completed it yet, you can do so here <https://forms.gle/UZgfuDpuEwQQdkoP7>

Please do so before the 11th July 2025 to have your voice heard.

Fan Advisory Board (FAB)

Our Chair, Angelo Basu continues his role as co-chair of the FAB alongside Stuart Hatcher from Bees United. The FAB has been established as part of the Premier League's response to the Government White Paper on Football governance and forms part of their new Fan Engagement Standard. You can find out more about Brentford's FAB [HERE](#)

Whilst the FAB itself focuses on strategic and long-term elements of the club's off-field operations, there are multiple working groups now established that focus on the day to day issues impacting supporters. We continue to fully participate in all of these working groups on your behalf.

Here are some of the things that have happened during the second half of last season:



Changes to Ticket Access Points (TAPs) announced by the Club

- At the start of the year, the Club announced a change to the way TAPs will now be accumulated with the changes designed to reward supporters who continue to regularly support the Club both home and away throughout the season. You can find our reaction to this important change [HERE](#)
- Because of feedback by BIAS and other supporters /groups the Club have agreed to keep a record of everyone's 'lifetime' TAPs and this will be visible via your Brentford account ahead of the new season.

Every Seat Counts



- BIAS have sought and been given reassurances that the club did not withdraw a Season Ticket from anyone who had engaged in dialogue with the club. We will continue to push for better communications from the Club next season.



Digital Tickets to be launched for the start of next season

- Earlier this year the Club announced that as part of the requirement by the Premier League to move to digital tickets by season 26/27, they would be implementing this change next year. You can see our response to this news [HERE](#)
- We have confirmed that fans were (and still are) able to apply for exceptional status to retain their Plastic Season Ticket Card. Valid grounds to apply will have included health, disability or perhaps lack of a working phone and the club has also been granting exemptions automatically to fans over 75 years old. The club does checks before granting exemptions.
- BIAS are in continual discussions with the Club to ensure that all systems are fully tested and there is sufficient help and support available for all supporters through this transition. In particular with help transferring digital tickets to their Wallet on their phone, with setting up new BFC fan accounts & then being able to share tickets with these new fans by adding them to their Friends and Family.
- We have also been working with the Club to develop a full range of support materials to help supporters through this change including instructional videos, how to guides and FAQ pages with guidance for various digital ticketing processes. We expect that the Club will be communicating to all supporters very soon in this regard.
- If you have any specific concerns regarding this change, please let us know at feedback@bias.org.uk and we will take forward with the Club on your behalf.



Affordable Football continues at the Gtech

- We are delighted that the Club have frozen season ticket, Memberships and match ticket pricing for next season.
- We know ticket prices are a priority for many of our members, and will continue to work with the Club to ensure watching football matches at the Gtech remains affordable for everyone going forward.

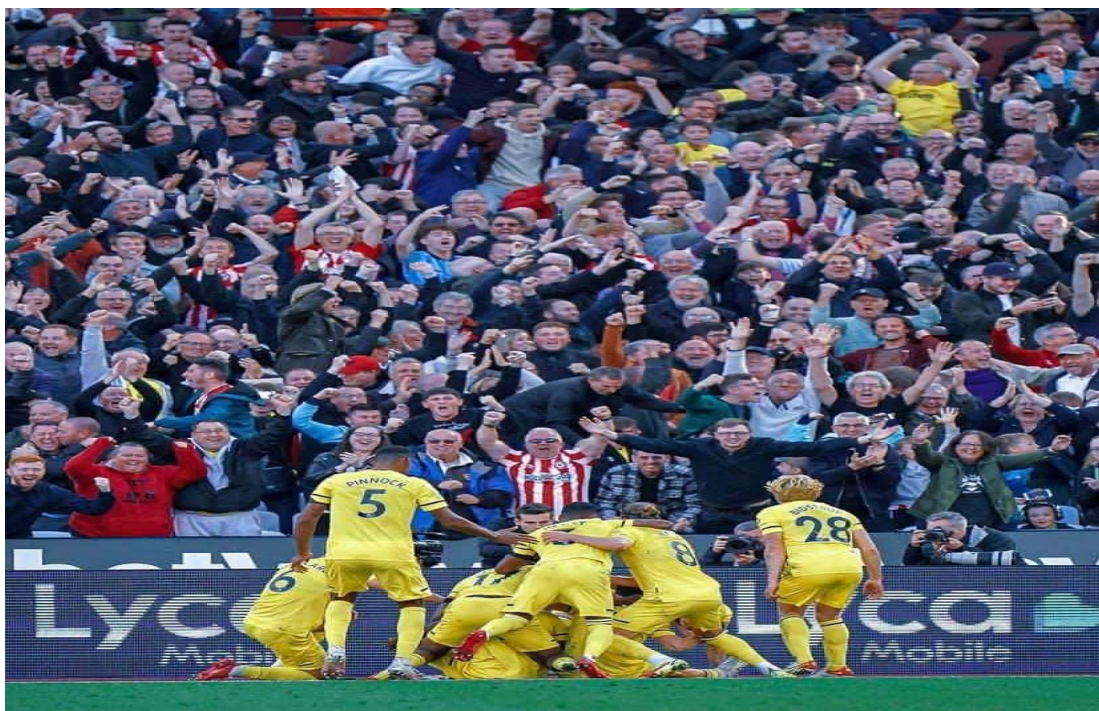
Memberships and Auto-renewal

- We are pleased to see that the price for 2025/26 Memberships has been frozen and may also come with additional privileges next season (e.g. re Ticket transfer rights), so look out for these announcements from the Club.
- We have received a number of questions from supporters regarding the way Auto-renewal's (of both Season Tickets and membership) have worked this year. We have raised these with the Club with a view to improving this process for future seasons.



Match Day atmosphere at the Gtech

- We recently ran a survey on match-day atmosphere that received nearly 600 responses.
- Here are some of the high level results from the survey:
 - 75% of respondents rated the atmosphere between 6 and 8, indicating a generally positive but improvable atmosphere.
 - West Stand: 8
 - North Stand: 7
 - South Stand: 6
 - East Stand: 5
 - 60% of respondents suggested enhancing various aspects of the match day experience, split as follows:
 - Enhancing pre-match entertainment: 50%
 - Diversifying food and drink options: 25%
 - Live music 20%
 - Creating designated singing sections: 20%
 - Fan zones 18%
 - Use of scarves, flags, and tifos: 10%
 - 55% of respondents emphasized the need for more songs and chants to enhance fan participation and energy, with 55% also responding that they do sing during games.
 - 38% of respondents had concerns about the volume of the PA system and the clarity of announcements.
- We shared the results of our survey with the Club, who are keen to support fan groups in this regard as this is one of their strategic objectives for next season. Watch out for further news in the coming months.



Away Day Travel

- The Premier League has announced the continuation of the £30 cap on away tickets for next season. You can find more information [HERE](#)
- On the Away Day working group, we are advocating for the continuation of the 20% reduction in train fares for away matches outside London and the GEN10 initiative whereby for the rest of this season travelling junior fans will pay no more than £10 to watch us in the Premier League.
- We are also working with the Club to provide other incentives to encourage more supporters to travel to away games, particularly for mid-week matches and those broadcast on TV with difficult return journey times.

We hope you found this newsletter informative and of interest.

Thank you for your ongoing support, it is always very much appreciated.

BIAS Executive Committee

Together We Are Stronger